



12 JAN 1959

Parkergrams world

January, 1959

Dear Friend:

Good news for dealers. A new series of Parker ball point newspaper advertisements introduces a 14-inch size ad. Advertising specialists in Janesville say the new size permits a dealer to advertise three times as often for the same cash outlay.

There are five ads in the series. Four of them illustrate a businessman, a student, a clerk and a housewife writing with the Parker ball point. The fifth (42-inch size) combines these four illustrations.

Copy in the series emphasizes these qualities: Smooth writing, easy writing, longer writing, and instant starting.

One of the problems with which a company is confronted in its international dealings is that of naming its products so that the name can be translated into other languages without destroying or altering the meaning. This is a difficult thing to accomplish. Parker managed well with its numeral designations for the "21", 41, "51", and 61 pens. However, it is not always that easy.

For example, in the U.S. a new Parker ball point model is sold under the name V.I.P. This name cannot be translated into one word in other languages. Instead, it becomes a lengthy phrase. Sometimes simple, short English names given to a pen must become an entire sentence when translated.

Obviously, this is impractical, so often a Parker product is sold under one name in English-speaking areas of the world and under another in the rest of the world.

As much can be achieved in international good will and understand through the free exchange of products as through trading of literature. For products from the hands of people reflect their character, their aims, and their desires just as do literary works.

Parker Pen willingly hurdles the void between East and West whenever the invitation is given. In 1958, \$24,027 worth of Parker products went to Eastern Europe countries from Janesville. Bulgaria purchased \$1,500 worth. Czechoslovakia, \$22,000. Poland, \$11, and the USSR, \$516. These



orders were filled from Janesville. Parker's English company did additional business with these countries.

The company's world-wide search for the Head of Spring, a statue on the Santa Trinita bridge in Florence, Italy, has been officially concluded. While the head was never found, the global hunt netted Parker Pen a considerable amount of good will and international recognition.

Daniel Parker returned last week from Florence where he presented the city's mayor with a check in the amount of the reward offered for the return of the head. The \$3,000 will be used for worthy Florence charities.

One thousand dollars of the money was contributed by Giuseppi Fantacci, Parker's distributor in Italy, who conceived the idea of seeking the Head of Spring. It was Fantacci, himself, who directed the search.

As an expression of gratitude, the people of Florence awarded several honorary medals to Mr. Parker and the people of Parker Pen.

In spite of the ever-increasing volume of ball point pens sold over the retail counter, U.S. consumers still like to carry and use a fountain pen for prestige, according to Dr. Bertrand Klass, vice president and director of Research Services. "Interestingly enough," said Klass, "the ball point pen is substituting for the hat and shoes when somebody is in a low mood today and wants to go out and make himself feel better. The expense is relatively little, and the satisfaction in terms of going out is rather high," he said.

Parker Pen is placing greater emphasis on industrial or business gift sales. In the last quarter of 1958, the company provided distributors with a Business Gift manual detailing means and methods for achieving business gift sales. Now, there's a supplement.

Four catalog sheets have been prepared for mailing to distributors and dealers. The sheets illustrate in two colors and describe selected Parker fountain pens, ball point pens, desk sets and the T-Ball window ball point.

The four sheets emphasize that there is no one season of the year for industrial or business gift sales. Hundreds of occasions throughout the year are appropriate for such offerings. And, the catalog pages graphically demonstrate that Parker has the ideal products for these occasions.

Parker Pen's world business has improved dramatically in recent months. And contrary to expectations, the greatest increases have occurred in sectors of the globe which have been experiencing socio-political unrest. Sales to the Middle East, for example, have increased 34 per cent. Cuba, where revolution continues to make news, is up by 11 per cent.

Parker's 93 distributors around the world have an accumulated association with the company of 1,873 years. They have been associated with Parker Pen for an



average of 20 years and 40 of them have been selling Parker products for 25 years or more.

Chr. Olsen of Denmark and Norway is the firm with the longest business relationship with Parker (56 years). Second is National Paper and Machinery in Peru (46 years). The newest member of the Parker list of distributors is Soc. Velosas, Mozambique, Portuguese East Africa.

These 93 distributors sell to some 100,000 dealers.

Waterman Pen has sold 60 per cent of its U.S. subsidiary company to a French pen manufacturer named Marcel L. Bich, who presently controls three European pen firms with a combined annual volume of \$18 million. The remaining 40 per cent ownership is retained by Waterman which headquarters in Montreal. First campaign for the company will be to sell its new \$2.95 cartridge pen "a new modern fountain pen with that wonderful old time Waterman smoothness."

Approximately a dozen pen manufacturers in the U.S. have been ordered by the Federal Trade Commission to desist from claims which describe brass caps and bands as being made of gold and allegations that silver-flashed cartridges for ball pens are silver tipped or silver-plated tips.

Here's what could be wrong if you experience shell cracking on the Parker 61 after servicing. In servicing, the wrong cement may have been used on the connector-shell joint. Cements No. 720 or 1128, supplied by Janesville are correct for the job. If these cannot be imported, there is a substitute.

An organic solution of rubber or resin in aliphatic hydrocarbons will work without weakening the plastic shell. These cements should not contain alcohol, acetone or any of the aromatic-type hydrocarbon solvents.

If cements 720 and 1128 thicken, use an aliphatic hydrocarbon thinner. Petroleum benzine is good. But be certain that it is benzine (a petroleum distillate) and not benzene (a coal tar distillate), which will cause cracking.

This newsletter is one of 160 million copies of company publications issued each month in the United States, according to the House Magazine Directory released by Gebbie Press.

Sometime this month or next, Parker dealers in the U.S. and overseas will begin receiving another Parker publication: Parker International. It will be a picture-feature magazine presenting by-lined articles on writing equipment and writing, on world trade, on people and places and a variety of other subjects.

The first quarterly issue will contain such articles as a critical look at drama critics by French playwright Marc-Gilbert Sauvajon; the experiences of an American missionary among the Indians of Southern Mexico; and a picture-story of performance inspection in the manufacture of Parker 61 pens.



Richard E. Carlson, assistant secretary of the National Lock Company, Rockford, Illinois, visited Russia earlier this year and returned with this report on gift-giving:

"To 'tip' a Russian is to insult him. When we passed out souvenirs, such as pens, cigarettes, coins and chewing gum, we always received a gift in return. They (the Russians) were so zealous in their trading that by the third day, we were even getting our own ball point pens back!"

Correction: Last month we stated that Parker Pen's share of the writing instrument market in the United Kingdom rose to 74 per cent for the first quarter of 1958. This should have said, "Parker Pen's share of the gold nib fountain pen market". The over-all first quarter business of The Parker Pen Co., Ltd. increased by 35 per cent.

Clips: U.S. private investment abroad reached \$37 billion in 1957, according to the United States Commerce Department. It is expected to total \$40 billion in 1958. ... Somebody is now marketing a ball point pen that forecasts the weather. A fluid inside the barrel turns pink when it is about to rain and blue when it is going to be clear. And, says the manufacturer, "the ball point pen actually works." ... A bit of sage advise: Your mind is like a fountain pen -- constant use keeps both in working order." ... Kenneth Parker, Chairman of Parker Pen, is featured in a testimonial advertisement for Western Union, appearing in U.S. news and business publications. ... The British Broadcasting Company wanted nine gifts for people who were especially helpful in the successful TV programming of the State Opening of Parliament. They bought Parker "51" desk sets, suitably inscribed. ... The company's Foreign Sales Division set a new all-time high in sales for the last month of the year with the biggest December in company history. ... In anticipation of U.S. statehood for Hawaii, many months ago Parker Pen transferred the territory from its Foreign Sales to its Domestic Sales Division. ... A highlight of 1958 was a 15-minute dramatization of the history of The Parker Pen Company broadcast over Springbok Radio, Johannesburg. ... Dramatic increases in quart and pint Quink sales in Thailand have been recorded in recent months. People crossing the border into China are buying it, apparently because quality ink is no so plentiful there. ... T. Sri Ramanathan, proctor of the Supreme Court of Ceylon, visited Janesville in December. He is the son-in-law of Parker's distributor in that country.

Cordially,

The Parker Pen Company



10 FEB 1959



Parkergrams

World

February, 1959

Dear Friend:

The legend surrounding the Parker "51" pen reached a new pinnacle last month when the Institute of Design of Illinois Institute of Technology announced the results of a worldwide survey which placed the "51" in fourth place among the "100 best designed products of modern times!" It was tied with the 1953 Studebaker hard-top created by Raymond Loewy.

Never before has a pen been given such acclaim. To date, \$400 million worth of Parker "51" pens have gone to consumers' hands the world over. Adventurous tales which concern "51" pens and their owners have been told and retold. Most of the world's greats have at one time or another owned and treasured the sleek writing instrument with the hooded point.

This latest tribute to the near-twenty-year-old pen came as the result of a year-long polling of 100 of the world's top industrial designers. Thirty per cent of those replying were from outside the U.S. The only criteria were that the products must be mass produced and that at least 10,000 units had been made.

When the polling was complete, first place went to the Italian-made Olivetti Lettera 22 typewriter. Second and third places went, respectively, to Charles Eames' plywood-and-steel side chair (designed in 1944) and Mies van der Rohe's (1929) Barcelona chair. The "51" in fourth place was the only writing instrument on the list.

The "51" pen was the result of a collaboration of minds. The late Marlin Baker contributed internal mechanical innovations and Kenneth Parker supplied the esthetics. The pen was tested in Brasil in 1940 and introduced in the U.S. in 1941.

The writing equipment industry is making its first concerted effort toward raising the quality of one of its products. The Fountain Pen & Mechanical Pencil Manufacturers' Association has organized a Ball Pen Ink Standards Committee.

The four-man committee, which includes Parker Pen's Chief Chemist Galen Sayler, will investigate procedures for establishing minimum quality standards for acceptable ball pen inks. Once these are established, a program to inform the public to expect and demand these minimum standards will be undertaken.



The formation of the committee resulted from continuing complaints by public officials and others that some ball pen inks are sub-standard in quality and not suitable for signing public documents and for other purposes. The number, however, is small!

Costa, Portela & Cia., Parker's distributor in Brasil, has become the first in the world to mold Quink bottle caps with the Parker corporate symbol as an integral part. In December we reported that Parker's Mexico subsidiary was the first to use the symbol on a cap. There, the emblem is lithographed onto a metal stopper. In both instances, the symbol appears centered above the Parker name.

An interesting comparison between fountain pen and ball point pen usage in Austria has been attained through a survey conducted by Eggeling & Co., Parker's distributor there. The study revealed that approximately 49 per cent of the males and 36 per cent of the females own fountain pens. Forty-six per cent and 34 per cent, respectively, own and use two fountain pens.

In addition to their fountain pens, 89 per cent of the males in Austria and 69 per cent of the females also own a ball point pen. And, according to the statistics, the younger generations use more fountain pens than do their elders.

Fifty-six per cent of those asked reported that the fountain pen they carried was a gift. Only 38 per cent of the ball points owned were received as gifts.

U.S. industry, faced with growing trade restrictions, is moving rapidly abroad. Today, of the 100 largest U.S. companies (based on sales), 99 have some kind of overseas operation. These include oil, steel, autos, rubber, business machines, chemicals, drugs, food products, electrical equipment and a multiplicity of other products.

Parker Pen, while far from being one of the United States' 100 largest companies, is and has long been a leader in foreign trade circles. Of its 17 wholly or partially-owned subsidiaries, 12 are located outside of the United States.

U.S. businessmen are looking to the Pacific area for greater trade in 1959. Hong Kong reports a steady growth in the popularity of installment buying, even though down payment requirements are 20 to 30 per cent. Trade restrictions are gradually lifting and Australia, where American investors have spent some \$800 million in the past nine years, has opened an agency in New York for the purpose of further trade promotion.

Marcel L. Bich has been named president of the Waterman-Bic Pen Corporation (a new name) in the United States. Bich purchased 60 per cent of the stock in the L.E. Waterman Pen Company, Ltd., U.S. subsidiary and 40 per cent was retained by the Canadian parent firm. Another subsidiary, Waterman Pen Company, Inc., has changed its name to WPC Incorporated and will, as in the past, concern itself with business outside the Western Hemisphere, neither manufacturing nor distributing merchandise directly.



Waterman-Bic will reportedly market a pencil-like ball point pen retailing for under 50 cents. It will probably be a disposable type.

The final solution to the problem of design piracy practices, according to the Japanese government, "rests with the conscience and moral standards of the traders themselves." The Japanese Ministry of International Trade and Industry has, with this in mind, established a design section within the Trade Bureau. This new section is studying appropriate administrative measures for dealing with the almost traditional practices of some Japanese manufacturers of borrowing the product designs of well-known foreign manufacturers instead of originating their own.

Fifty-one separate and distinct models (not including color variety) are featured in a new Parker desk set catalog just released. The 16-page catalog exhibits full-color reproductions of smartly-styled Parker-Royal Haeger ceramic sets (Featuring planters and ashtrays combined with pen holders), elegant exotic wood and metal sets, a host of onyx and jet crystal bases with numerous accessories, and a wide range of ball point desk sets.

Four of these ball point sets are brand new. There's an Executive set with two pens in Magnetix swivels, a covered cigaret box and ashtray. Another model, holding a single pen, is in the shape of a stylized arrowhead. Another is triangular, eight inches long. The fourth is rectangular, with a gently curving surface.

The new Parker Magnetix sets are available with a choice of desk pen, Parker ball point or mechanical pencil. The latter two writing instruments are newly designed to match perfectly the Parker desk pen. And, among the accessories for the onyx and jet crystal bases is a powerful transistor radio.

The first through international motor carrier freight service between all points in the U.S. and Mexico is now in operation. It offers 12-hour service to Monterrey and 36 hours to Mexico City and travels over the Inter-American Highway. When new sections of the highway are completed this year, service will be extended to Guatemala, El Salvador, Honduras and Costa Rica.

What do other countries think about the United States? Tommaso Astarita, president of Italian & International Newspaper Publishers Union, recently answered for Italy.

"It must be realized that it is more noble than to be generous with money; and that is to be generous in heart. In both ways the United States and the American people have been generous in dealing with Italians since they first arrived in Italy in 1943.

"But in my opinion the Italians still today, after fifteen years, feel a sincere friendship with Americans just because it is impossible to forget generosity of heart."



And here's a quick, statistical look at Americans. There are about 175,100,000 of us, 15 per cent more than in 1950. Fifty-nine per cent of us live in metropolitan areas, 41 per cent in towns, villages, rural farm and non-farm areas. We have a combined personal income of \$360 billion, about \$43 billion of which goes for taxes. We spend \$290 billion annually to keep ourselves clean, clothed, fed and living comfortably.

The International Edition of Reader's Digest reports advertising lineage up 5.9 per cent in 1958. Advertisers (and Parker is one of them) bought 19,474 pages of space in the international editions -- that's 1,082.5 pages more than were purchased in 1957.

The new Pelikan pen, introduced late last year, features a patented thermic ink regulator which, according to the manufacturer, regulates according to changes in air pressure as well as temperature.

The Rolls-Royce automobile, generally considered the car of the very wealthy, is finding favor among Americans as an "economical" family car -- even at its \$13,443 or more price.

While production of the auto has increased, the same exacting standards continue to be used. Anyone who purchases a Rolls-Royce can probably expect 150,000 miles of travel free from major repairs.

Rolls-Royce is subjected to manufacturer's tests which are far too costly for U.S. car makers to adopt. The final road tests alone would add \$700 to the price of a Detroit-made beauty.

Clips: U.S. private investment abroad reached \$37 billion in 1957, according to Commerce Department figures. It is expected to total \$40 billion in 1958. ... More statistics: Americans take 500,000,000 baths a week and buy \$90,000,000 worth of deodorants a year! ... The Memoirs of Field-Marshal Montgomery, which stirred much comment and some criticism in 1958, was written entirely in longhand by the author. He used a common wood pencil for the task. ... In the first eight months of 1958, nearly 50 U.S. firms indicated plans to make capital investments in Brasil. ... According to the latest figures, Canada remains as the United States' best customer, importing more U.S. goods (per capita) than any other nation in the world. ... There's an eraser now on the market specially designed for correcting errors made with ball point pens. ... Network television advertising in the U.S. costs \$500 per second.

Cordially,

The Parker Pen Company



7 APR 1959

Parkergrams **World**

April, 1959

Dear Friend:

If you wonder what happened to the March issue of this newsletter, there was none. Parkergrams WORLD will not be published in months when the company's quarterly magazine, Parker International, is mailed. This avoids needless overlapping of mailings to Parker distributors and dealers.

Some 65,000 miles will be covered by five Parker representatives from Janesville in the first six months of this year. This is a continuation of a policy of frequent visits to overseas distributors and dealers which was begun by the company's founder, George S. Parker.

Trips are scheduled to the Far East, Europe, Central America, South America, West Indies, Middle East and Africa. About 75 per cent of Parker's distributors and exclusive dealers will be contacted by these five travelers.

In addition, The Parker Pen Co. Ltd., England, sends its own representatives to visit the Sterling areas of the world.

There is no gift greater than a Parker 61 Capillary pen and if you were to ask high-flying Dan Brigham, reporter for the New York Journal American, he'd tell you. He carries his (and uses it) in super-sonic jets.

"The Air Force won't let me say how high, or how fast beyond what I wrote in the series on defense: '...above 60,000 feet and faster than 1,000 mph'," writes reporter Brigham. "In one of our sorties incidentally, we pulled 9 G's, or nine times our weight. That's tough on people -- and pens, even Parker pens."

"But mine landed dry where it should be dry, and wet at the point with no smudged hands or paper afterward when I jotted down my notes. During the ride it was slipped in my sleeve pen pocket ... and when we returned from the near-stratosphere we plunged almost straight down to 10,000 feet before flaring out to adjust our ears. Did my 61 shed a drop? No sir, it didn't."

"The Daisy", Gen. Pershing's World War I command car which was saved from a French junk heap two years ago by Daniel Parker, left Janesville recently for the proud confines of the United States Military Academy at West Point. The lovable old



Dodge is to be restored by cadets and rolled into a spot already selected in the Academy's new museum.

Said the Academy's Public Information Officer, Lt. Col. J. B. Stephens, upon viewing the flat-tired and battered old hulk of an automobile: "Whooooeee man! How'd we ever win that war?"

Latin Americans spent about \$6 million last year to buy U.S. international magazines. They bought or received more than 50 million copies. U.S.-published Latin American magazines had a combined circulation of 3,139,816 in 1958. In the second half of the year, nearly \$7 million was spent for advertising in international publications directed to Latin Americans.

At least 650 U.S. firms are known to have entered into agreements with foreign unaffiliated companies to supply patents, processes, technology, equipment under rental, and other technical and proprietary assets, according to the U.S. Commerce Department. Copyrights and trademarks are included in these assets.

From these agreements the U.S. firms derived about \$140.4 million in 1957, while their foreign branches and subsidiaries earned about \$237.9 million.

Most rents in Italy went up 20 per cent in January, the twelfth rent increase since 1945 (in accordance with the Rent Act). House, office and business premise rents are now from 20 to 23 times greater than in 1945.

Two new displays for Parker ball point pens have been readied. One is described by sales promotion people in Janesville as the "most colourful counter and window piece we've offered in quite a while."

The new display will hold the full line of Parker ball point pens -- the Minim, Executive, Princess, Debutante, Custom and the regular T-Ball ball point. It shows these writing instruments to their best advantage and surrounds them in fields of bright pastel hues.

The second display holds a half-dozen ball point pens (you choose the assortment from your stock) on a highly polished metal oval, mounted on an ebony-colored wood base. A high-fashion poster bracketed on the oval informs customers that these are fine Parker writing instruments.

Meanwhile, point-of-sale specialists report that they now have in production a host of new counter display cards. There will be a separate easel-mounted card for each and every product in the Parker line of writing instruments, nib and ball point -- plus cards for Quink ink and for T-Ball refills.

In addition, preparations are being made to supply dealers with a motion display featuring the Parker T-Ball ball point pen.



And -- later -- there will be back-to-school kits on the T-Ball ball point pen and also on the Super "21" pen.

The Handwriting Foundation is considering a new approach, without abandoning its old course toward improved legibility in America. At a meeting in New York on March 20, key PR specialists from the writing instrument industry discussed recommendations designed to stimulate a direct awareness and acceptance of handwriting equipment.

The meeting was planned and approved by the Foundation's board of directors which felt that a second phase of promotion is necessary if the Foundation is to continue to gain financial support from the industry members who underwrite its activities.

John Mack, U.S. Division assistant general manager, and Roger Axtell, assistant public relations director, represented the Parker Pen Company at the March meeting.

Something to think about: "...If one contrasts the clearness, simplicity and beauty of the script of a Washington, a Franklin or a Lincoln, for example, with the scrawl of the average modern business or professional man, one is led to speculate whether the writing of the earlier generations does not reflect a composure that we have lost. They lived in an era of as great stress and strain as ours, but they seemed to know better how to bear it." This from the foreward to Claire Slote's book, "Improve Your Handwriting", which was written by Dr. Frank N. Freeman, chairman of the Handwriting Foundation's advisory committee.

H. P. Nutley, of Parker's advertising department, is far from being a clairvoyant -- but he does spend much of his time looking into the future. He does so as a routine part of his job as Promotional Plans Director.

It's his duty to plan Parker's promotional efforts as much as two years in advance. Right now, he is working on the preliminaries intended for use in 1960.

Nutley does both intermediate and long-range planning of promotional material, displays, advertising and packaging, so that all become integral parts of a coordinated whole.

The position of Promotional Plans Director is a comparatively new one. But its effects are sure to be noted as the future becomes the present.

Management consultant Frank J. Waldenfels presented a "cure-all for clerks" to the recent National Retail Merchants Association conference in New York. He said nothing is wrong with the average department store clerk that a good incentive plan won't cure. "Without incentive," he said, "we use only the feet of the women salespeople -- not their brains."



News Item: (Tah Kung Pao, Hongkong, 31 October 1958) -- "The Wah Fu Gold Pen Factory in Shanghai has successfully 'test-produced' a 'Hero 200' pen which takes in ink by itself. The leakage possibility of this model is less than the old style pump models or the vaccum filled models. In filling the ink, just put the capillary-action tube into the bottle. In 5 seconds, it can take 0.8 cc of ink."

A photograph accompanying this article showed a pen that copied the Parker 61 pen in both appearance and the method of filling. The Parker 61, it seems, has joined other Parker products which are eagerly imitated by manufacturers prone to producing illicit goods.

The makers of the Hero 200 also produce a pen called the Hero 201 which imitates the Parker "51" pen mechanically as well as in appearance.

L. Jack King, MBE has been appointed to the post of Managing Director of The Parker Pen Company Limited, England. He succeeds Norman Byford who, some time ago, was named Managing Director of Parker Pen (France).

Jack King brings long experience in the writing equipment industry to his new position. He joined England's Valentine Pen Company in 1929 as chief of the gold nib department. In 1935, he was named Works Manager, a position which he continued to hold after Parker acquired the firm's facilities.

In 1951, King was made a "Member of the British Empire", an honorary order appointed by the Queen. A year later, he was named to the post of Director of Production for the English firm and last year was named Acting Managing Director.

Clips: West German banks are selling Munich minted gold ducats valued at 25 Deutsche Mark. The ducats bear the head of Queen Elizabeth II, taken from a design provided by the Royal Mint. ... 1958 marked the first decline in world trade in manufactured goods since 1953. Sharpest fall (3%) was recorded in shipments from the U.S., world's largest exporter of manufactured products. ... Neison Harris, ex-president of Paper Mate, expects sales of ball point pens in the U.S. to increase by 10 per cent over 1958. And French penmaker Marcel Bich (Waterman-Bic) says we are "only on the threshold of the ball point era." ... In France, a father is suing his local school board because his daughters were expelled for using ball points in their school work. ... Stanford Research Institute is assisting the Brazilian Coffee Institute in efforts to develop industrial by-products of coffee. ... Argentina will produce its first coated book paper next year with a new machine being built by Beloit Iron Works (a company twelve miles south of Janesville, Wis., U.S.A.)

Cordially,

The Parker Pen Company



6 MAY 1959



 Parkergrams **World**

May, 1959

Dear Friend:

A rainbow of color surrounds the Parker gift line of ball points in an entirely new set of counter and window display cards prepared by point-of-purchase specialists in Janesville. Each of five cards (produced in two sizes) features a gift-styled ball point floating over a richly-wrapped and ribboned gift box.

The Parker Princess pen appears over a soft pink background with a large gift box suspended beneath it.

In other cards, the golden Minim is suspended over a blue-green satin background, the Executive over a white and mahogany background, and the all metal T-Ball ball pen over a deep blue. The standard T-Ball ball point appears with a greatly enlarged section of the point, showing Parker's exclusive textured ball.

A sixth card, larger than the others, displays the entire gift line of Parker ball pens. These seem to float over a myriad of handsomely wrapped gift boxes.

And, in addition to the new array of counter cards, new catalog sheets exhibiting these and other products have been prepared.

Would you like to learn how to kill sales? Here are several ways: Be too breezy, too superior. Talk too much and too long. Make commitments you can't keep. Criticize competition and fail to give service. Don't know your products. You can probably think of many more.

Antonio Stradivari couldn't have written us a more flattering letter. "We are ... getting ready for a program designed to stress the quality of our product. Do you have any printed material which shows how your company promotes quality among the public and dealers? As a firm whose reputation for quality is well known, your assistance will be appreciated." The letter came from Jeffrey S. Wetrich, of The Watchmakers of Switzerland Information Center, New York.

And speaking of Parker quality, more than style and workmanship is implied. Quality of materials is also intended. Example: T-Balls have about the same value as pure gold! Actually, 120% on basis of weight and 90% on a volume basis.



And, for the record, the Octanium metal used for pen points in lower priced Parker fountain pens is more costly than silver.

The Parker Pen (France) has been honored with the presentation of an Oscar for a point-of-purchase display piece introduced in 1958. The Minister of National Economy awarded the Oscar.

Designed by Synergie, Parker's advertising agency in Paris, the display is composed of three panels, each with an inset where the eye is attracted by use of motion. In the central panel, the background design revolves behind two suspended pens. On either side of this center portion, are a fountain pen and a ball pen. Each is suspended by an almost invisible nylon thread and with its point touching the shelf of the inset.

Electro-magnetic impulses from beneath these shelves cause the pens to act as though they write of their own accord.

Consideration is being given in Janesville to a revitalization and expansion of the highly successful clerk training program of about 18 months ago. The new program, like the old, would have as one of its features a motion picture demonstrating proven techniques for selling fine Parker products.

The last clerk training film was viewed by thousands of persons all over the world. It showed several scenes both in and out of Parker buildings in Janesville and then took the viewer into a model store for a demonstration of the correct methods in selling writing instruments.

A new battery-powered motion display to attract the attention of consumers to the Parker brand name has been devised by sales promotion specialists. A colorful star-shaped piece in the center of the display seems to pulsate around the Parker name. The display is designed to tie-in with any seasonal Parker product promotion.

In addition, in the early stages of planning is a centerpiece display for promotion of the Parker pens. More details on this as they become available.

Here's good news! Dealers can now get a brand new Parker showcase for their merchandise without paying the burdensome costs of importing it from the U.S. Parker has devised a program which provides partial subsidizing of the cost of a new showcase. Here's how it works:

Dealers who qualify for the program have two alternatives. Either they may request special plans and photos of a Parker-designed floorcase, or, they may have their own designs prepared and submit them for Parker approval. In either event, once approved designs are in the dealer's hands, Parker will pay a percentage of the cost of constructing the showcase locally and also supply Parker identification plates for attaching to the case.



This new assistance program grew out of a successful showcase program introduced last year which provided complete blueprints and hardware for a showcase which could be constructed locally.

Sometimes superior quality can create problems. For example, in several countries it is customary for pen retailers to have a stock of dummy pens (i.e. just barrels and caps) which are used wholly for display purposes. And for most pen companies, it is a simple matter to furnish generally inexpensive plastic caps and barrels. But for Parker, it is costly indeed, to supply expensive gold caps and gold-trimmed barrels. But occasionally, it must be done.

Investigation is now underway which may result in a far more economical substitute. Parker is experimenting with a vacuum-formed plastic display which will simulate a full tray of one-dozen Parker 61 Capillary pens. Promotion men here are hopeful of satisfactory results.

The writing equipment industry in the U.S. exported \$20,940,158 worth of fountain pens, ball pens, and related products in 1958, according to figures released by the Department of Commerce. Fountain pens retained their lead over ball pens in dollar value -- \$6,770,673 to \$5,313,424. However, nine times as many ball pens were exported, according to the Department. In 1958, the U.S. exported 32,724,504 ball pens and 4,045,824 fountain pens. During the same period the industry exported 1,694,940 mechanical pencils valued at \$646,650.

Canada bought more U.S.-made writing instruments than all other nations, importing 669,672 fountain pens and 8,592,576 ball pens. The smallest purchase of nib pens was made by the Republic of Korea (72). Smallest ball point purchase went to Surinam (468).

Thailand imported the largest quantity of ink. Its total value was reported at \$116,485. The smallest ink purchase came from the State of Bahrein which spent \$156.

Canada again led in ball point refill purchases, importing 578,150-dozen units valued at \$394,299. Switzerland was lowest with 250-dozen imported. Total value there was \$1,050.

Japan's contributions to the U.S. way of life far outweighs sometimes short-sighted practices of certain manufacturers of copying designs. Many of our broad concepts of gracious living stem from the basic good taste of the Japanese. The popular picture window is an example.

The Handwriting Foundation last month gathered together from the industry top men in the fields of public relations, advertising, and merchandising to discuss ways and means to turn the Foundation in the direction of promoting the pen, itself, without losing touch with efforts to improve U.S. handwriting.



Results on the surface were difficult to define. But underneath there was growing favor for an idea called "Pens for Peace Day." Object: To encourage international interchange of letters.

The total value of world exports of manufactured goods in 1958 was estimated at \$41.8 billion. The United States' share was 23.2 per cent; the United Kingdom, 18 per cent. Shares of West Germany, France, Italy, the Netherlands and Japan increased during the year.

In New South Wales, educators are considering changing the style of handwriting taught in public schools. The method looked upon most favorably is the cord cursive style widely used in the United States. In this method, only the pad of the writer's forearm, the third and fourth fingers and the pen nib touch the table.

But more important, the method uses a stiff, rather than flexible, nib pen which makes all strokes the same in thickness. Parker introduced the stiff nib in the Parker "51" pen well over a decade ago.

Atomic energy has been successfully used by a Japanese scientist to produce black pearls. After 15 hours in a reactor, white pearls assumed a black luster which the scientist said will be permanent. The pearls were exposed to a neutron bombardment.

Buying on the installment plan is currently being tested in two cities in the Soviet Union. Residents of Nikolaev and Stalino may buy merchandise with 20 per cent down and the balance paid over a six-month period. To gain a credit rating, a consumer must have a letter of recommendation from the trade union or organization where he is employed.

Clips: Canadians spent about \$238 per person in 1958 on goods imported from the U.S. About one-fourth of all American exports went to Canada. ... New newspaper advertisements are being prepared for the Parker 61, "51", "21", T-Ball, Executive and feminine ball points. There will be two sizes, 42 and 21 inches. ... There are 165 different models of imported automobiles available in the United States at present. ... Latin America's population, an estimated 180 million, is growing faster than any other in the world. By 1960, Latin America's foreign trade should reach \$9 billion. ... Advance planning groups here are giving consideration to a new "Authorized Dealer" sign to identify retailers who sell Parker products. No approval has been given to any particular design. ... Also under consideration is the possibility of producing both indoor and outdoor lighted signs to promote Parker.

Cordially,

The Parker Pen Company



July, 1959

Dear Friend:

Naval H. Tata, senior director of Tata Industries of India, visited Janesville for nine days in early June as the guest of Daniel Parker, executive vice president of Parker Pen. Tata Industries encompasses many fields, including steel production, textile manufacture, hydroelectric power and an airline.

The purpose of his stay was to study the American industrial environment. He discussed all phases of business activity with Parker officials and made several field trips to nearby industries, schools and colleges, Parker's advertising agency, and metropolitan news media.

The U.S. Department of Labor observed the Tata visit and its results because of its uniqueness and possible pattern making.

Construction workers scurry about the Parker facilities at Newhaven, England, these days. The Parker Pen Company, Ltd., is expanding its production area and at the same time erecting a new and more attractive frontage. Work is expected to be complete by mid-summer.

Pure motion is expressed by a new counter display designed specifically for Parker Pen dealers abroad. The point-of-purchase is a real eye-catcher.

A black and metallic foil sunburst seems to pulsate out at the viewer from the center of the display. On it appears the Parker name. At each side is a post holding interchangeable placards exhibiting products. Four sets of these placards show full-color reproductions of a variety of Parker products. Two additional cards can hold actual merchandise.

By frequently changing placards on this motion display, a dealer can create an illusion of having several such point-of-sale pieces.

A second, more sophisticated point-of-sale piece readied by Parker promotion men is equally at home in a display window or inside the shop. There is a bit of subtle humor in the scene portrayed in the display.



Beneath a gold and black colored lamp post (with a yellow marble as a light) stands a whitewashed park bench. The bench rests on a free-form of grassy green flocked cardboard. From the lamp post is suspended a white sign with "Parker" lettered in black.

To make the display complete, a dealer "seats" a half-dozen Parker fountain pens on the bench. Parker 61's or "51's" are suggested, since the over-all effect of the display is one of elegance.

A while ago, we told of a planned display of dummy pens being produced by sales promotion experts here. That display is now a reality! One dozen dummy Parker 61 pens are vacuum-formed to simulate a full tray of these capillary beauties. The pens are shown with gold caps and four barrel colors, blue, turquoise, red and black. They "rest" on a maroon flocking.

The ideal pen for writing suicide notes is being manufactured in Germany. The user writes his farewell with one end and shoots himself with the other. That's right -- it is a combination pen and single shot pistol.

It was invented as a protective device in 1957 when highway holdups were frequent on Germany's autobahns. The device, aside from its duties as a ball-writing tool, can fire a small tear gas cartridge, a blank cartridge, a fumes cartridge to knock out an attacker, a tiny signal rocket, or a live .22 calibre bullet.

About 85 per cent of Parker's export advertising is done through newspapers. And soon a new series of advertisements for newspapers will be sent overseas. Here's a listing:

On the Super "21" pen, exclusive features are described in two ad sizes. One 42 inches, one 21 inches.

The suitability of the Parker 61 pen as a gift is told in two separate advertisements available in both 42-inch and 21-inch sizes.

There are three new 42-inch ads giving strong-sell to the Parker T-Ball ball pen, plus a fourth 42-incher on the gift ball pen line by Parker.

Unlike many companies today, Parker Pen maintains a compact creative section within its advertising department. The reasons why were recently given in an article in the U.S. magazine, Mediascope. Here's what the publication said about Parker's centralized advertising:



"Advertising materials for given promotions can be produced more quickly than in most foreign markets. Savings as high as 40 per cent are achieved. Better art work can be obtained, more quickly and at less cost.

With the emphasis on local newspaper and radio advertising, media schedules can be adjusted more quickly and concentrated in the more dynamic markets.

Advertising materials can be shipped quickly and tied in with specific programs.

Programs that previously took from three to four months to develop can be done in a fraction of time.

Advertising expenditures can be controlled better, with obvious savings.

Communication lines are better, swifter."

Americans can now have a magazine they can listen to! Called Echo, it has five-minute recordings stitched into a magazine format. Initial circulation 18,000 (compared with the original French audio magazine, Sonorama, which has a European circulation of 250,000).

In other publishing quarters, SatEvePost and Look are making it possible for advertisers to place advertising in regional issues, rather than going nation-wide.

George Parker, domestic sales chief, has been elected a vice president by the company's board of directors. The board also bestowed a vice presidency on his predecessor, John Mack, who is concerned with the general management of the U.S. Division.

Parker, a grandson of the founder of The Parker Pen Company, has successively served in the domestic advertising department, as director of foreign advertising, and as director of foreign sales. He has headed the domestic sales division since the Fall of 1958.

Since joining the company in October of 1946, Mack has been an account manager, assistant to the sales v.p., sales zone manager, wholesale sales manager, assistant general sales manager, director of domestic sales, and held the title of assistant vice president at the time of his election by the board to a full vice presidency.

A management committee has been named by the Pen & Pencil Manufacturers' Association



to make specific recommendations on specifications and minimum standards needed by the industry for ball pen inks and cartridges. An earlier committee composed of chemists gathered basic information necessary for such decisions.

Serving as a member of the committee is Parker's John Mack. E. F. Buryan, marketing v.p. of Sheaffer Pen, is chairman.

How can you tell if a Parker 61 pen is full or empty? There is a simple method. An unfilled 61 pen, with barrel and cap removed, will lay with its filling end high off the counter. Filled, the capillary cell will drop to the surface, raising the point into the air. Try it when demonstrating the automatic filling of a 61.

Parkergrams WORLD was not published for the month of June because of the issuance of the company's quarterly magazine Parker International. If you have not seen the Spring issue of Parker International, a copy will be mailed upon request.

Clips: The United States and Mexico have signed a pact permitting television broadcasting 400 miles on either side of the border. ... The Parker LL pencil refill has been improved to provide darker writing, better flow, longer shelf-life, better erasure, and more protection against leakage. ... Canada's gross national product increased in 1958 to \$32.2 billion -- 2.5 per cent higher than in 1957. ... The U.S. Handwriting Foundation, of which Parker is a leading sponsor, has provided Reader's Digest with material for an article on the handwriting problem in schools. It will appear in the November issue. ... U.S. 1958 exports to Latin America, at \$4,184,000,000 were 10 per cent under 1957, according to the Department of Commerce. ... The world's population grows at a rate of 100,000 per day, states U.N. estimates. Homo sapiens currently number some 2.8 billion. ... The U.S. and Indonesia have signed an agreement under which \$40 million worth of U.S. farm surpluses will be sold for Indonesian currency. ... In Denmark one may derive physical as well as emotional satisfaction from chewing the end of his ball pen. Being marketed there is a sleeve-like cover for a pen cap which is permeated with peppermint crystals. ... On the back cover of a recent issue of the Brazilian magazine, Cinderella, is a four-color advertisement for Parker Quink ink. The ad, which also shows a handsome Parker 61 Presidential pen, was prepared by Costa Portela Industria e Comercio, S.A., distributor in Brasil.

Cordially,

The Parker Pen Company



AD
AK
21 SEP 1959



Parkergrams World

September 1959

Dear Friend:

Administrative functions of The Eversharp Pen Company have been transferred to the home offices of The Parker Pen Company in Janesville. Eversharp's building in Arlington Heights, Illinois, was vacated on September 1. Merchandising, handling and shipping operations, previously conducted at Arlington Heights, were moved to Eversharp's manufacturing division in Culver City, California. The move makes it possible for Eversharp's management to take greater advantage of staffing and equipment available in Janesville.

With the integration, several organizational changes were effected. Leading the list, George Parker was named general manager of the parent company. Reporting to him are John G. Mack and C. G. Heath, named Parker brand manager and Eversharp brand manager, respectively. Mack at one time directed Parker domestic sales and more recently served as assistant general manager. Heath has been associated with Eversharp for several years.

Parker Pen has announced another milestone in writing with the introduction of the Parker 61 Jet Flighter pen -- first writing instrument tested and approved for the Jet Age.

Tested by United Air Lines in actual jet flight in their Douglas DC-8 Jet Mainliner, the 61 Jet Flighter met and surpassed every performance standard -- at 40,000 feet.

Said I. E. Sommermeyer, vice president of flight operations for United Air Lines: "After examining actual test results, I can say this exciting new Parker Pen measures up in full to the exacting standards of quality and performance that United demands of the equipment we operate."

The Parker 61 Jet Flighter even looks like a super jet airliner! It is finished in satin-smooth Lustraloy giving it the sleek, slim appearance of a DC-8.

Parker Pen kicked off a continuing employe service recognition program with a banquet on Aug. 11. Two-hundred and twenty of 248 employes with 25 years or more company service attended the dinner and received lapel pins. The aggregate years of service of those present was 7,900!



Ricardo J. Lopez, Parker's distributor in El Salvador, participated in the Pan American Games held in Chicago in September. Lopez is an expert pistol shot and is equally proficient in skeet shooting. He was a member of the team which El Salvador sent to the Games.

This is not his first experience in international competition. Over the past decade Lopez has participated in many similar events.

It is not bad business to be your own "best" customer! Fact is, in the pen department such a policy pays dividends in the form of greater dollar volume.

We're not recommending that clerks and management loot the department nightly. But we do recommend that they use and carry the best writing instrument available to them. Conducting pen department business with a low-priced throw-away ball pen is rather like wearing blue jeans to a wedding. It distracts attention from the main item on the agenda.

The main item on the agenda for every pen department should be the sale of its higher priced lines. That's where the profit is!

Parker Mexicana, S.A., (Parker's Mexican subsidiary) recently inaugurated its first Jotter T-Ball refill production with the assistance of two people from Janesville, Reinheart Zirbel and Lawrence Peck.

At San Antonio (Tex.) on their return route, the pair encountered movie celebrity John Wayne in the air terminal coffee shop. Peck presented Wayne with a Parker Jotter ball pen when it became evident that the star was caught amid a growing circle of fans without an autographing tool. Drawing his trusty vocabulary, cowboy Wayne shot Peck full of compliments.

The Handwriting Foundation has produced another in a series of booklets dedicated to legibility in handwriting. The pamphlet titled "For Lefties Only" advises left-handed youngsters not to try to imitate their right-handed brothers and sisters.

The booklet provides suggestions for the development of a good, clear handwriting adaptable to lefties. The Foundation reports that requests for "For Lefties Only" are pouring in to its Washington headquarters. Cost: 15 cents.

Alexander Lieb, of Sherman Oaks, Calif., possesses the personal pen of Nikita Khrushchev. It was handed to him by the Russian premier during a recent reunion of Allied and Russian soldiers who met at the Elbe River during World War II.

Khrushchev was giving autographs and Lieb was last in line. He handed the premier an American-made ball pen and in return, Mr. K. gave his personal pen with the explanation: "I am sorry but I do not use a Russian pen, but rather an American one." The pen is a Parker 61!



Art lovers in Paris can now drop a coin in a slot and set into motion a Swiss-invented machine which turns out abstract paintings. Total time for one painting (which the customer takes with him) is three minutes.

In England, a committee of Parliament is looking into ways to simplify standards for items made of precious metals. Currently the country abides by numerous assaying and hall marking ordinances which date as far back as 1238.

The committee would, it says, eliminate the term "gold-filled" because the public is being "misled." The committee states that such articles marked "gold-filled" have no gold filling. The committee also believes that there should be statutory terminology for articles of base metal with only a thin covering of precious metal, such as "gilt", "gold-plated" or "rolled gold."

The Parker telephone operator said to her surprised party: "The White House calling." With that introduction this call promised to be out of the normal routine of business. And it was. The caller was Major Richard Streiff, military aide to the President. Major Streiff got right to the point: "The President would like to have six fountain pens, equipped with his special point. He is leaving soon for Europe and wants to have an ample supply. Can do?"

The Parker man allowed as how it could be done, but fast! From there the order went to Service specialist Bob Boettcher, who has been concerned with orders for "Ike points" for quite a few years. Ike's preferred pen points are twice as big as the standard broad type, and lay down a smooth, bold line. Also sent immediately to the White House was a complete assortment of ball pens, from V.I.P.'s to Minim Jotters, for the President to put in his gift bag.

In this way, Parker people would participate in the President's history-making conferences in Europe. Whenever Ike sets down his signature on a state document, whenever he presents a foreign dignitary with a special personal gift, it will be a Parker bearing the engraved signature "Ike". Parker people everywhere can be proud that the pens they make are preferred and given as proud gifts by the President of the United States.

Brazil's vicious piranhas are being sold in New York for home aquariums. Pet shops advise that the voracious fish should be purchased only by "advanced hobbyists" because careless owners have lost finger tips to their insatiable pets.

Eversharp is expanding its marketing area in South America. During a recent trip, Eversharp representatives established product distributorships in five Latin American nations, Bolivia, Chile, Venezuela, Ecuador and Paraguay.

Trafficking of spurious Parker "51" pens is being reported in Costa Rica where nuns and priests have become the favorite prey of the vendors. Some of the hawkers go so far as to put legitimate Parker caps on the fake pens.



In Iran, imitation Parkers are sold in the bazaar areas. Vendors do not claim that the pens are manufactured by Parker, but neither do they dissuade a prospective customer from thinking so. Few consumers are duped by the crude copies, however.

The Parker brand name receives a great deal of prominence throughout Austria because of the resourcefulness of Franz Eggeling, the Parker distributor in that country. Eggeling has had special pen trays bearing the Parker name manufactured locally. Every dealer in Austria who sells Parker pens has these Austrian-made trays in his countercases.

Eversharp Pen is doing a healthy business in ball pen refills with the United States Post Office Department, according to C. G. Heath, managing director. For the second time in succession, Eversharp has won a contract to supply the Department with a half-million refills.

Clips: The University of Michigan concluded from a recent study that people with allergies are four and five-eighths per cent brighter than non-allergics. ... The great Leonardo da Vinci wrote his notes upside down and backward. They can only be read by reflecting them in a mirror! ... George S. Parker, founder of The Parker Pen Company, has been named to the Wisconsin Industrial Hall of Fame. ... Following a pattern of emphasis on personal contact instituted by George S. Parker, company travellers continue to span the globe. Thus far this year eight Parker representatives have visited distributors in 112 countries. ... "If we were to have only 'normal' people," says psychiatric consultant Dr. Alan A. McLean, "we would have nothing but mediocrity in American business and industry." ... It's the law. In Venezuela, advertising films for television must be produced in that country or they cannot be used. ... In Switzerland, the law permits depositors to carry bank accounts under code names or even numbers. To draw on his account, the depositor need only present his number (known only to the bank), or sign his check with it. ... Women's spiked heels can cause havoc with floors. The reason: Pressure per square inch equals that of an elephant!

Cordially,

The Parker Pen Company



AD

30 NOV 1959

Parkergrams world

November 1959

Dear Friend:

The introduction of the Parker International line of ball pens and pencils was filled with excitement for Parker distributors. In four successive weeks they were "teased" by special mailings from Janesville, none of which told the complete story of what was coming.

In the first week, distributors opening their mail found a blue silk handkerchief with the word "International" imprinted on it. The following week, an eyeglass and pen and pencil case arrived. This bore the same word, but this time the Parker Pen corporate symbol and a question mark were added.

The third week saw a moneyclip made in the form of the company's symbol arrive in the mail. A card with it simply said: "Parker International."

It was not until a month had passed since the silk handkerchief that distributors finally learned about the new line of products.

The fourth mailing contained a full portfolio of facts and pictures of the products. Orders from distributors began flowing into Janesville almost immediately.

A counter or window display which is locked in the backroom is about as useless as a good clerk with his hands tied and his mouth taped shut. It can't work for you!

Parker has two displays that should be working for every dealer who has them this year-end. First, there's the "Park Bench" display which shows off a half-dozen Parker fountain pens to their best advantage. This will attract the attention of passers-by because of its contrasts. A bright white bench stands firmly on a slope of green beneath a lamp post and sign which reads "Parker."

And, there is the motion display which highlights the fact that Parker is sold here. This has a pulsating sun-burst which centers attention to the Parker name.

Before Dwight Eisenhower packed off to Europe in September, he made sure that he would have with him a half dozen Parker 61 pens with his favored "Ike" point



(specially made twice the size of a standard broad point). The telephone request was answered promptly and with it went a selection of other Parker products. A few days later Ike penned this letter:

"... I am truly indebted to you for your generous thought of me. The pens make great hits with those visitors to my office, especially the younger ones, who are souvenir-minded. And of course, I get a big kick out of handing them out."

Across the globe, wherever the modern jet airliners fly, shoppers will be seeing the first jet-age writing instrument, the Parker 61 Jet Flighter pen. Like its namesake, the Jet Flighter is zooming to unparalleled altitudes in consumer esteem.

The Parker 61 Jet Flighter is the first pen flight tested and approved for jet-high flying. In actual jet-flight tests, the pen proved trouble-free from sea level to 40,000 feet.

Since the introduction of the Jet Flighter, Parker merchandising men are predicting that the second biggest selling item at pen counters by the end of the year will be the Parker International Flighter line of gift ball pens. The first, naturally, will be the sleek, metal-clad 61 Jet Flighter pen.

The U.S. writing equipment industry, according to Department of Commerce figures, exported products worth \$10,245,000 during the first six months of 1959. This is slightly higher than the same period in 1958.

When is a person old? That's a question asked recently by a British newspaper. One Londoner wrote this reply: "It is well known that middle age is precisely 10 years older than one is oneself; so, clearly, old age is double that figure."

Parker advertising is scheduled to appear in virtually all of the international editions of Reader's Digest in December. The Digest publishes 17 foreign language editions.

In most areas, the Digest will carry an ad featuring Parker's line of gift ball pens. In Sterling areas of the world, the Parker "51" pen will be displayed.

The Saturday Evening Post paid tribute to Parker Pen recently by presenting the company with a bronze plaque in recognition of 50 years of advertising in the Post. Parker placed its first advertisement in the Post on June 30, 1900. Only Eastman Kodak has been in Post longer than Parker (and only by one year).

The 50-year Award was presented by Robert E. MacNeal, president of The Curtis Publishing Company, to Bruce M. Jeffris, Parker's president. In making the award, MacNeal noted that the first color magazine advertisement ever placed by a pen company was run by Parker in the pages of Post. Parker's first double-spread also appeared there.



Customers, like pre-war Jello, come in six delicious varieties; surly, demanding, talkative, browsing, silent and group. The wise salesperson is the one who knows just how to treat each type. Here are some tips:

Surly customer -- sell to him, don't argue with him. Demanding customer -- seeks attention, give it to him. These make good repeat customers because most salespeople won't bother with them.

Talkative customer -- listen, but turn the conversation toward your merchandise. Browsing customer -- attend to him if you're not busy. He may be looking today to buy tomorrow.

Silent customer -- if your attempts at opening a conversation are flattened, it is probably best to turn him over to another salesperson. Group customer -- locate the spokesman for the group and concentrate on him. But don't ignore the rest. One may be tomorrow's customer.

Forgers have one significant common trait, according to a study made by a Canadian psychologist. Investigation among prisoners at Kingston, Ontario, penitentiary showed that all forgers had been spoiled or overprotected by their mothers. Their fathers were "inaccessible" for one reason or another. The forger chooses his career because it offers him the feeling of being smarter than others.

A cartoon we saw recently provided another reason. Two prison inmates were shown talking. One was saying to the other: "Of course, the tempting thing about forgery is its convenience. A 29-cent ball point pen and you're in business."

A new advertisement for Parker products has been prepared for the year-end selling season around the world. The ad will have the same general layout everywhere, but distributors are able to convert it to feature any of several Parker products.

Occupying the major portion of space in the ad will be either the Parker 61 Capillary pen or the Parker "51" pen. A panel along the lower edge of the ad has room for featuring six gift pens.

All copy and pictures will be supplied to distributors in matrix form, ready for the printer. They need only select the products they wish to sell.

In weighing the merits of staples versus paperclips for holding two or more pieces of paper together a British bank recently made a clip count. Here are some of the vital statistics based on 100,000 paperclips tallied:

Used as chips in card games -- 19,143. Twisted and/or broken during telephone conversations -- 14,163. Used for emergency repairs to garters and brassieres -- 7,200. Used for picking teeth -- 5,434; for cleaning pipes -- 3,169; for cleaning fingernails -- 5,308. Thirty thousand more were dropped to the floor and swept away. Only 15,583 were used for their intended purpose.



The annual Handwriting Foundation Award this year went to Prof. Virgil E. Herrick of the University of Wisconsin for his extensive research in handwriting. Presentation was made on the campus of the University during the Foundation's fifth annual meeting.

Over the past seven years Parker Pen has made four grants to the University to help speed Herrick's work. Together with 20 researchers, he worked with over 100 adults and children to study legibility, penmanship systems, pen pressure and other aspects of handwriting.

Among the conclusions reached in the study were these: Girls generally write more legibly than boys. Handwriting frequently deteriorates between the sixth and tenth grades, and then often improves due to a motivational change and a recognition of the need for legible writing. Handwriting speed is not related to intelligence. The amount of pressure, whether light or heavy, is not related to handwriting legibility, or to intelligence. Fast writers, and slow writers, write heaviest, while average speed writers use the lightest pressure.

Clips: Around the world, 265,000,000 people speak English as their native tongue. ... Americans are spending \$5.8 billion each week, saving \$400 million, and paying \$860 million per week in personal taxes. ... Rolls Royce has joined other makers promoting economy cars in the U.S. RR has introduced a stripped-down version of its 20-foot Phantom V. It has no television set and is two inches shorter. Sells for \$1500 less than the \$26,300 standard model. ... Don't forget, a decal which designates you as an "authorized Parker dealer" is available through your Parker distributor. ... An inventor in Milan offers to business men a secret desk microphone hidden in a ball point pen holder for listening in and recording conversations. ... Some overseas distributors of U.S. cars fret because fender fins remain sharp on many of the new models. European laws against sharp car protuberances is forcing distributors to round off offending parts. This adds measurably to overhead. ... Craig Sheaffer is quoted as predicting that the U.S. writing equipment industry will manufacture 600,000,000 units this year. That's an increase of five million. ... Riding in nothing less than commercial jet airliners, it is now possible to circle the globe in two days, 21 hours and 30 minutes, according to Pan American Airlines. ... In Midlands, England, bakers are testing bread in five colors; green, yellow, apricot, pink and white bread flavored with banana, strawberry, cheese and onion. ... French playwright Jean Cocteau states: "Of course I believe in luck. How else can you explain the success of those you dislike?"

Cordially,

The Parker Pen Company